

Department of Resources and Economic Development
Domestic Public Relations
Clarifying Questions and Answers

Budget

- Q1. Is the \$200,000 funding specific to just agency fees and standard agency expenses? Or, does this budget need to include ALL expenses related to the program (airfare for journalists, in-market media weeks, wire releases, etc)?
A1. \$200,000 includes all expenses related to the program, including fees and out-of-pockets (OOP).
- Q2. Are hard costs such as FAM trips and media events required to come out of the stated budget or do you have a separate budget for these expenses?
A2. See A1.
- Q3. Will New Hampshire cover hard costs (venue, catering, signage etc) for hosting annual receptions in New York and Boston or do those need to be included in the \$200,000 budget?
A3. See A1.
- Q4. Do press visit costs (transportation, hotel, meals) need to be included as part of the \$200,000 budget or will client/industry partners cover?
A4. Transportation is considered within the \$200,000 budget. Typically, the NH tourism industry hosts in-state expenses.
- Q5. Is there a separate OOP budget that covers public relations expenses for items like executing events, travel/costs for executing media trips, travel for public relations team to attend meetings and event in New Hampshire and Boston, etc?
A5. See A1 and A4.
- Q6. Can you clarify if an approx. \$200,000 budget includes all agency expenses as well as hard costs (venue rentals for media events, journalist travel, contractor travel for conferences/events, etc.)?
A6. See A1 and A4.
- Q7. Should we assume that out of the 200k, any media events (beyond journalist visits) we plan will come out of that cost as well?
A7. See A1.
- Q8. Can you confirm if there is a separate PR budget for engaging digital influencers, travel for press trips, and media events outside of the \$200,000?
A8. See A1 and A4.

- Q9. Under Scope of Work, there is a stated \$200,000 funding level. Is this set for a PR firm's fees and expenses only or is it the entire PR budget?
A9. See A1 and A4.
- Q10. Does the \$200,000 budget include out-of-pocket expenses? Is there a set budget for OOPs?
A10. See A1 and A4.
- Q11. Does DTTD pay travel expenses for journalists & bloggers? Is there a cap? What percentage of the 200k will be devoted to travel expenses? Or is that for us to propose?
A11. See A1 and A4.
- Q12. We see from the RFP that that allotted budget for a 12-month period is \$200,000. Can out of pocket expenses that would be incurred to execute some of the initiatives listed within the scope of work – i.e. airfare for group press trips, event costs related to annual receptions in NYC and Boston, travel expenses for media and PR team to attend State of New Hampshire meetings, trips and functions – be billed separately? If so, do these need to be estimated separately?
A12. See A1 and A4.
- Q13. Can you shed more detail on media events the State of New Hampshire expects the agency of record to plan and execute, i.e. frequency, event type, market, etc.? Again, will a separate budget be made available for such events, or is it required that the cost of these events come from the \$200,000/year budget outlined?
A13. See A1 and A4. Details are outlined in Scope of Work.
- Q14. If the budget is inclusive of the entire program, could you provide any historical background on the % of budget that went toward agency fees vs expenses?
A14. n/a
- Q15. Regarding media hosting: is there a separate budget for media flights? Is there opportunity to increase from 6 people? Who arranges the itineraries, secures lodging, etc (the agency or DTTD?)
A15. See A4. Yes, there is an opportunity to increase the number of visiting journalists. The selected vendor will secure travel and DTTD will administrate in-state logistics. Any accommodation not included is the responsibility of the selected vendor (allocating appropriate OOP funding).
- Q16. On attachment B, part 2, does "account management fee" refer to hard costs above and beyond hourly rates?
A16. Some agencies charge an "Account Management Fee" or "Retainer" fee.
- Q17. Is the \$200,000 budget, per year or based on the full 2 year contract?
A17. \$200,000 per year.

Q18. What would you consider to be the single greatest success of New Hampshire's PR campaign over the last several years?

A18. n/a

Q19. In the "Conditions" section of the RFP, can you explain/shed more light on 8.11, and what the delivery dates might be for?

A19. Standard language to ensure deadlines are met.

Q20. Have you faced any obstacles from Boston or NY travel editors/writers, and if so, what?

A20. n/a

Q21. Do you draw from the DC/PA/NJ area, and would these markets be important to you?

A21. See Section 3 of RFP.

Q22. Can we partner with one of our partner agencies from the international network of PR and integrated marketing firms to which we belong? Having our NYC partner will make our regional reach and expertise even stronger.

A22. Yes, pending a lead agency.

Q23. Is your goal to drive more visits and/or increase existing visitor's length of stays?

A23. Yes, including other metrics, to increase visitor spending.

Q24. In the last few years, has New Hampshire experienced an increase, decrease or stable amount of visitors?

A24. Visit, [here](#), for more information.

Q25. Section 5.2.4 requires a 'strong understanding of New Hampshire's media landscape'. What does this phrase mean and does the agency handle in-state media relations?

A25. Qualifying agencies must understand New Hampshire's media landscape.

Q26. The scope of work references arranging appointments for DTTD staff in key domestic markets (separate from NYC/Boston weeks). Could you provide some insight into the amount of markets, appointments, etc this entails?

A26. There isn't a directive, other than the key domestic markets referred to, at this point.

Q27. What PR initiatives have worked for the State of New Hampshire in the past? What initiatives have fallen short and why?

A27. n/a

Q28. What criteria does the State of New Hampshire utilize to measure/qualify the success of your PR campaign?

A28. Including, but not limited to, achieving items outlined in Section 4 – Scope of Work, as well as visitation, visitor spending, etc.

Q29. Under Scope of Work, can you please describe the DTTD dashboard and give an example? Also, how often does it get updated?

A29. The selected vendor will enter key metrics into the Division's measurement dashboard.

Q30. What dashboard is the DTTD using currently and what kinds of metrics are being tracked?

A30. See Q29.

Q31. Can you share PR highlights/milestones from the past two years? And, what a PR 'homerun' would be for you?

A31. n/a

Q32. Is there a Travel and Tourism designated spokesperson? If so, have they been media trained?

A32. The Director and Communications Director are spokespersons. Yes, they have been media trained.

Q33. Is social media a part of this PR assignment? Per the reference to development and execution of a digital influencer strategy in the Scope of Work as outlined in the RFP, does this include social media content development and/or management?

A33. No, social media is not part of this contract.

Q34. How is it determined which specific events/locales are prioritized to be highlighted/pitched to the media?

A34. n/a

Q35. Do you anticipate the agency will start from scratch developing lists, media auditing systems, and creating an image library, or do these assets already exist and we would take them over?

A35. Selected vendor would be responsible for media lists and auditing systems; DTTD will provide access to image library.

Q36. Can you explain more about clause 8.11—this clause seems to apply more to production work than PR. What types of work or relevant examples from this contract would come under those terms?

A36. See A19.

Q37. Can you confirm you are not looking for additional social/digital media support?

A37. Correct, DTTD is not looking for additional social/digital media support.

Q38. The scope references “attending New Hampshire-based conferences and events”. Could you provide insight into how many of these you anticipate annually, and what level of support you would like from the agency? Why type of events are help and how much advanced prep is expected? (IE, is it the account lead attending stakeholder meetings every few months, or do you need the entire account team on site monthly, etc)

A38. Attend and potentially present at NH’s Governor’s Conference on Travel and Tourism, potentially attend other DTTD or regional event(s). Meeting attendance will be determined with selected vendor.

Q39. How is a media event defined?

A39. Media reception(s).

Q40. What has been the average budget for these events in the past?

A40. Budget is event dependent, past events have ranged from \$7,000-\$15,000.

Q41. When are the receptions in Boston and NY?

A41. Historically, receptions have been held in the spring.

Q42. Who develops the concepts and planning for these?

A42. Selected vendor and DTTD.

Q43. Will the reception budgets come out of the \$200K overall budget?

A43. See A1.

Q44. What content is shared during the event?

A44. n/a

Q45. Who attends from the state?

A45. n/a

Q46. Are both markets weighted equally?

A46. n/a

Q47. Does the DTTD participate in any trade shows? Would the PR team be able to suggest events for attendance, and/or coordinate media interviews for spokespersons at such events?

A47. DTTD participates in trade shows; DTTD would expect the selected vendor to suggest events.

Q48. Can you share past agendas for the NH annual receptions in NYC and Boston?

A48. n/a

Q49. Can you give us more details on the press trips and how they have been run before?

A49. See A15.

Q50. Regarding the annual media receptions: are you open to alternative ideation in terms of tactics/markets?

A50. Yes.

Q51. Could you clarify roles and scale of the digital influencer strategy? Does your marketing agency negotiate influencer contracts? Do you have a budget to pay influencers? Are you referring to national influencers or in-state experts?

A51. Work in tandem with DTTD's Agency of Record to develop and execute a digital influencer strategy.

Q52. We understand the primary purpose of this RFP is to retain a PR agency, and that New Hampshire has a separate agency overseeing digital and social media services, however, can you please further elaborate on the winning agency's role in a digital influencer program? Will this be to manage your existing agency's project or separate of their scope of work?

A52. See A51.

Q53. You mention working with your AOR to develop a digital influencer strategy. Can you elaborate on each agency's role, and which would execute the program?

A53. See A51.

Q54. Who is the Agency of Record?

A54. GYK Antler, Inc.

Q55. Does the agency execute social media outreach?

A55. No.

Q56. Who will execute the final digital influencer strategy, the AOR or the new PR agency?

A56. See A51.

Q57. Is the DTTD agency of record handling social media under the digital influence scope? If so, is there an opportunity to collaborate on strategy and content?

A57. See A51.

Q58. Regarding digital influencers, can you provide more specific information about the role of the PR agency? Would we be responsible for identifying and reaching out to influencers, or would we be providing support to the DTTD's digital agency of record as they handle that function?

A58. See A51.

Q59. Do you anticipate continuing to use the "Live Free...." branding for the next few years?

A59. Yes, but messaging is continually evolving.

Q60. Are there any other major marketing initiatives (a new website, etc) on the horizon

A60. n/a

Q61. Will there be a new creative or branding campaign that will launch soon or within the contract period – or any digital or advertising campaigns we should be aware of?

A61. n/a

Q62. Under section 1 Purpose, the RFP states: “DTTD seeks a company to develop and execute an innovative, brand-aligned PR program, targeting a variety of channels and complementing DTTD’s advertising/marketing program.” We normally integrate our PR campaigns to mesh well and reinforce existing advertising and marketing programs. Are there any new advertising and marketing programs coming down the pike that might impact a PR strategy being proposed in March/April?

A62. n/a

Q63. Are there any new marketing plans developed that can be shared to assist with developing a viable platform and strategy?

A63. n/a

Q64. What can you share about your 2016 advertising/marketing program and key elements with which PR should align?

A64. n/a

Q65. Is there an advertising/marketing theme set for 2016-18? If so, what is it and why was it chosen?

A65. n/a

Q66. Does social media responsibility include postings in the media section of Visit New Hampshire?

A66. No.

Q67. What are the “key domestic markets?”

A67. New York and Boston.

Q68. Please clarify in-state “media needs”

A68. In-state media requests.

Q69. Who is/will be responsible for updating your website?

A69. DTTD.

Q70. Are there plans to boost web content/updates in the coming months?

A70. Yes.

Q71. What department currently handles sponsored content/storytelling in the form of social media paid posts or other? Would this fall under the agency's scope, and if so, would the cost of sponsored content come out of the \$200K budget, or be additional?

A71. Advertising AOR.

Q72. Are tactics listed in the Scope of Work in the RFP the same as what you are executing now support public relations? Are all press trips individual? Broadcast integrations? How many trade show and industry events do you support?

A72. n/a

Q73. What attractions, landmarks, activities, etc., are the top focus points you and your partners would consumer a "must" to include in campaigns?

A73. n/a

Q74. Do you currently work with any other marketing agencies for creative, branding, social or SEM services? If so, who?

A74. AOR – GYK Antler, Inc.

Q75. Which media outlets are of most importance to you? Which one would you consider to be a home run?

A75. n/a

Q76. Do you work with a separate agency to promote New Hampshire in Canada?

A76. Per the RFP, this contract is for domestic services.

Q77. Does your PR/Marketing program support all four seasons equally, or do you emphasize any key time periods in your efforts?

A77. n/a

Q78. How important is shoulder season visitation to you?

A78. n/a

Q79. How many firms are invited to participate?

A79. Any agency can bid on this RFP.

Q80. Is there any preference given to in-state agencies, or any obstacles to out-of-state agencies winning the assignment?

A80. No preference is given to any agency's location.

Q81. Will the State of New Hampshire's current PR agency of record be participating in this RFP process? If so, what is their annual budget?

A81. n/a

Q82. Have you worked with PR agencies recently or in the past? If so, who?

A82. Lou Hammond & Associates has had the contract for the last 4 years.

Q83. An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal Means, I think, you don't want a financial report with the bid- but the bidder should be prepared to offer one if asked? As in a recent tax return? Quickbooks balance sheet?

A83. Please provide audited financials, if requested.

Q84. Can agencies take creative liberties with the production of the final RFP submission, or is there a preferred format for RFP submissions (i.e. PDF, Word, Power Point)?

A84. There is no preferred format.

Q85. The RFP states that we need to submit a one-page written introductory statement. We have an intro deck that includes all of the requirements in your RFP as well as some other facts and info on qualifications and experience in the travel/tourism sector. However it is a few pages long, as opposed to one-page. Would this suffice or do we need to resize it down to one-page per the RFP brief?

A85. Follow 6.2.2's instructions.

Q86. Is an on-the-ground presence in New Hampshire necessary for participating bidders?

A86. No.

Q87. What is the most desirable attribute (or attributes) you seek in a PR partner?

A87. n/a

Q88. Under Item 6.7, Specific Requirements, there is a request for client references, specifically: "two (2) shall be tourism-related." Could we still qualify to work with you if we only represent one other tourism client, albeit a massively successful account for a European nation?

A88. Please provide references as requested in 6.7 as it relates to your business. Final determination of eligibility will be made after all proposals are received.

Q89. Does NHTT or DRED have any organizational (gov't, NGO, lifestyle, tourism, cause, corporate) partnerships we should know about, that may or should be leveraged to the benefit of NHTT?

A89. n/a

Q90. What NH associations are DTTD aligned with that would be helpful to leverage, e.g. Ski NH, Appalachian Mountain Club?

A90. n/a

Q91. What demographic would you like to see more of?

A91. n/a

Q92. We understand that the New York and Boston DMAs are your primary geographic target. Can you provide any additional demographic or persona-based targeting that may shape our strategic response?

A92. n/a

Q93. What is your target demographic? HHI, age, top markets for garnering visitors?

A93. The target demographics can be found, [here](#), in last year's Governor's Conference Presentation. Login: visitor/Password: visitor

Q94. What surprises visitors most when they come to NH?

A94. n/a

Q95. Do the majority of visitors to New Hampshire travel by car, air or other?

A95. The most recent statistical data can be found, [here](#).

Q96. Is the FY2015 Strategic Plan at <http://www.visitnh.gov/uploads/rfp-2015/agency/FY15-strategic-plan-v6.pdf> still in force, and should we build from/refer to the material included here?

A96. Yes.

Q97. Specific demographics/age ranges to target, (does it remain as outlined here – <http://www.visitnh.gov/uploads/rfp-2015/agency/FY15-strategic-plan-v6.pdf> on page 23)?

A97. Yes.

Q98. For agencies representing other state tourism entities, what states do you consider a conflict of interest?

A98. Surrounding New England states.

Q99. On pg. 5, we're looking at 6.3.2 and 6.6, can you clarify if 6.6 is referring to oral presentations in May exclusively? If not, can you clarify the differences you are looking for in each section?

A99. Yes.

Q100. In section 6.6. of the RFP, it states that a creative presentation may be requested. Can you confirm that this deliverable would be associated with oral presentations or is this a separate requirement?

A100. Correct, this deliverable is strictly for requested oral presentations.

Q101. What level of detail are you seeking for 6.3.2 and 6.6, the agency's strategy and creative program execution plan?

A101. Selected bidders will be provided direction for oral presentations if invited to present.

Q102. The RFP states that responses must be structured as outlined in section 6, however it appears that there are also required inclusions stated in section 5.2. Can you please clarify if you have a preferred order of deliverables for the response?

A102. There is no preference on order.

Q103. What tourism entities would you point to as examples of strong campaigns that provide inspiration to you?

A103. n/a

Q104. What have been your most recent Public Relations successes? What have been your struggles?

A104. n/a

Q105. What have you always wanted to accomplish via Public Relations but haven't yet?

A105. n/a

Q106. What are New Hampshire's "hidden gems" that you wish people knew about to help drive visits?

A106. n/a